

LEO BURNETT U.S.A.  
A Division of Leo Burnett Worldwide, Inc.

Ad No. 496—Flapper (Tim Pack) — Rev. No. 9180 — Page, Inc. 160 — 8 1/2 x 11 1/2 in.—National Magazine, 1974

10

Printed in U.S.A.



## Parliament. The recessed filter cigarette.



Keep it long and lit. 1 mg. nicotine—  
0.9 mg. tar, FTC Report, 1971.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

2061191125

Source: <https://www.industrydocuments.ucsf.edu/docs/zfkr0003>

2061191125